THE ABSTRACT OF THE DISCLOSURE

A program receiver for displaying a graphical interactive picture by receiving a program transmitted from a program transmitter, the program receiver comprising: a storage unit for storing a plurality of basic picture elements in advance, the plurality of basic picture elements being figures composing the graphical interactive picture manipulated by a user; a signal receipt unit for receiving a signal transmitted from the program transmitter, the signal being a multiplex signal including a program and data specifying a structure of the graphical interactive picture; a signal separation unit for separating the signal received by the signal receipt unit into a program signal and a graphical-interactive-picture-structure specification data signal; a first graphical interactive picture generation unit for generating the graphical interactive picture by combining the basic picture elements stored in the storage unit based on the graphical-interactive-picture-structure specification data signal from the signal separation unit; and a display unit for displaying the graphical interactive picture generated by the first graphical interactive picture generation unit.

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